GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1996
ANSWERED ON:03.08.2001
RATE OF ADVERTISEMENTS
UMMAREDDY VENKATESWARLU

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether large number of producers who occupy sponsored prime time on DD have eitherwound up or have given notice to DD of their intention to withdraw;

(b) if so, the reaction of Doordarshan to this trend;

(c) whether the TV producers have complained that DD has been out priced itself from the market rates;

(d) whether DD has taken any realistic measure of the worth of their prime time of advertising rates;

(e) if so, the details thereof; and

(f) if not, the reasons therefor?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a): Yes, Sir.

(b): Prasar Bharati have intimated that Doordarshan has invited proposals for fresh programmes of various genres to fill up the slots.

(c)& (d) : Yes, Sir.

(e): Prasar Bharati have intimated that Doordarshan`s rate card has been revised to bring it in tunewith current competitive market scenario.

(f) : Does not arise.